

T NELSON SYS CONSLT

BOX 1546
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ANNOUNCING . . .

"The Personal Development Program"

A New Combination of 2 of Industry's Most Popular Supervisory Publications "HUMAN SIDE" and "SUPERVISOR'S MEMORY JOGGER"
At Unprecedented Savings - UP TO 30%!

*This Outstanding Program Guarantees to Vastly Improve
the Personal Effectiveness and Management Skills of
Your Supervisors!*

Dear Sir:

Now, for the first time, 2 of the most widely used publications for supervisors are combined in a dynamic new program that will upgrade the 2 most vital skills of your front-line supervisors!

This program is now available to your company at savings never before offered! The reason for this unusual offer is to introduce you to a combination that many of our subscribers (who have combined these 2 popular publications on their own) tell us is one of the most dynamic and effective programs they have ever used.

"THE PERSONAL DEVELOPMENT PROGRAM" will show your supervisors, in a very unique way, how to motivate your employees to do better and immensely more profitable work - AND, how to organize with remarkable new effectiveness the hundreds of details they are confronted with every single day!

As you can see from the samples I've enclosed, this productive but inexpensive program is composed of the cleverly illustrated "HUMAN SIDE" and the ever-popular "SUPERVISOR'S MEMORY JOGGER."

Together in this specially created program they give supervisors everything they need for stimulating your employees, organizing their departments, increasing output, improving morale, and creating a spirit of organization and cooperation. Here's how -

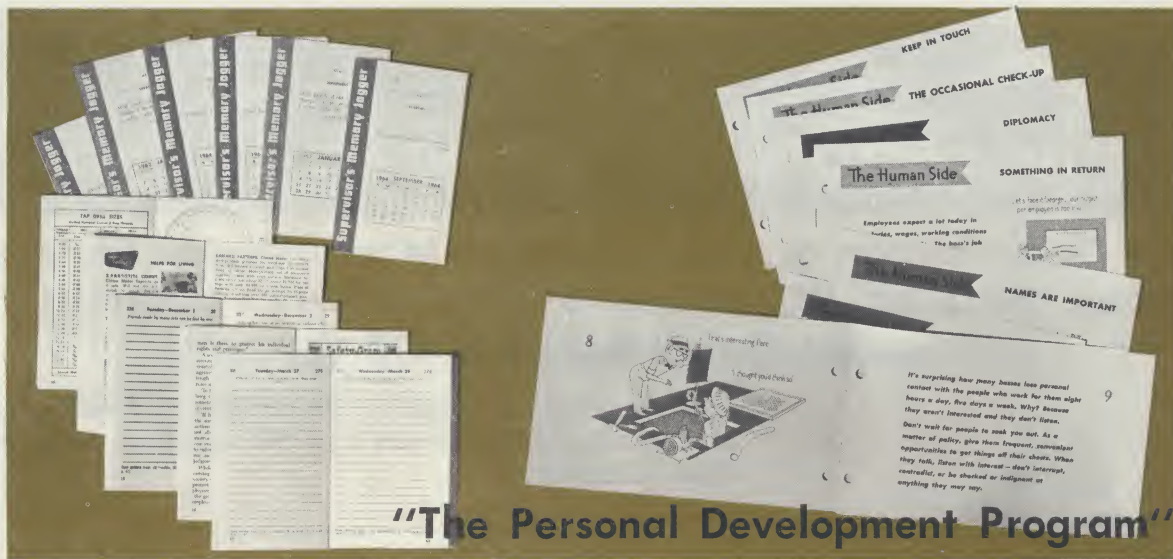
THE HUMAN SIDE . . .

Provides Pointed Insights Into the
Many Human Relations Problems Faced
by Production Supervisors!

human relations in the plant, and explains the best possible way to handle it and prevent recurrence.

Completely unique among plant training aids, the HUMAN SIDE teaches the fine art of human relations. Through visual impact, it helps the production supervisor identify with his own problems. Each issue takes one vital problem of

Every two weeks it brightly illustrates a new human relations angle and explores it with tact and wisdom. It lets your department managers uncover the flaws in their people-to-people relationships and gives them deep insight into handling workers with ease.



THE SUPERVISOR'S MEMORY JOGGER . . .

The Unusual Pocket Data Book Designed to Keep Supervisors on Schedule and Detail-Conscious!

supervisor. With a handy place to write everything down, nothing is forgotten, overlooked, or delayed.

Packed with tips, charts, and tables, it provides department managers with fast, practical, finger-tip help that will save them hours of work each week.

You'll find the SUPERVISOR'S MEMORY JOGGER the most popular, quickest reading, most effective working handbook for supervisors today!

I'm sure you can appreciate what such a program can mean to your firm in increased production and new-found profits. That's why I'd like to urge you to return the enclosed card telling me how many foremen and supervisors you have - let me send you next month's issues at once. If they don't live up to your expectations just let me know within 15 days and I'll cancel your subscription.

"THE PERSONAL DEVELOPMENT PROGRAM" BRINGS UNPRECEDENTED SAVINGS!

The cost of this outstanding program is as little as 79¢ a month! If you were to purchase the widely used "HUMAN SIDE" and "SUPERVISOR'S MEMORY JOGGER" individually you would pay as much as \$1.50 a month!

Why take a chance of passing up a great program at such a spectacular savings - return the card today for your no-obligation, free trial.

Sincerely,

Carl Wilson

Carl Wilson

G/HS-MJ/A

**Special for
Your Supervisors**

"The Personal Development Program"

National Foremen's Institute • Waterford, Conn.

Please begin introductory one-year subscriptions to Human Side & Supervisor's Memory Jogger at the Special Quantity Program Rates shown here, plus a few cents postage and handling. I understand I will not be billed until 15 days after the first issues arrive.

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51 or more	.79

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The Human Side

MONEY ISN'T EVERYTHING

Almost everybody is interested in money. We scramble to get it and run to spend it. No matter how much anybody has, he can always use a little bit more.

"Today's payday!"

"Yeah, just in the nick of time for me."



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There's no denying that cash is important. In this part of the universe you've got to have it. Without that weekly pay, you don't eat. And sleeping on a park bench gets mighty uncomfortable.

4

"I'd like to make your dough, Bill."

"That's what you think. You don't know what I put up with."



But the fact remains – money alone is poor compensation. Few jobs in this world pay so much that people are completely satisfied with money alone. Most of us, regardless of how much we earn, like more from a job than just money.

"We really stretched ourselves to get that out on time. Did you hear a single soul say 'thank you'?"



Breathes there a man with soul so dead that he doesn't yearn for a word of praise, thanks and appreciation? Half the fun of doing a job well is to have someone appreciate it.

Most of us also like to know that we're doing something useful and worth-while – that our work is of real value to somebody. Much as we need money, we also like to feel we are contributing something to the human race.

"You're protecting our reputation, Joe. We depend on you."



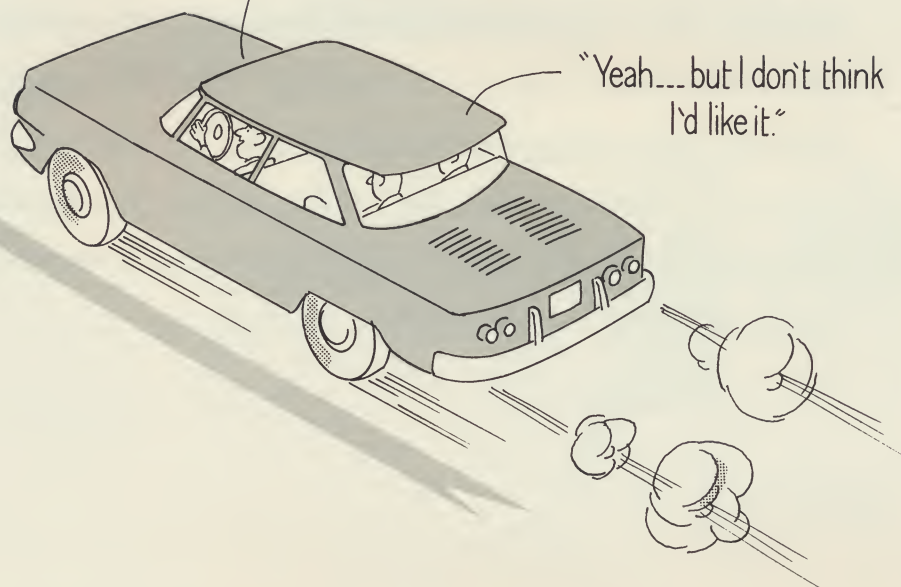
"B-R-O-W-N-E! I'm not one
of the brothers!"



People also like to be recognized as individuals, not just as efficient cogs in a machine. Nobody considers himself "just another worker" and he doesn't like others to think of him that way, either. He thinks of himself as an individual different from everybody else and likes to be treated as such.

"I hear they're offering big money
at Dynamic Rocket Co."

"Yeah... but I don't think
I'd like it."



Most people would rather have these things than a job which pays a bit more money – even fellows who think they are pretty hardheaded about a dollar. People hate to leave a job where they are recognized and appreciated. It takes quite a chunk of money to coax them away.



This kind of pay – the intangible kind – doesn't come in a pay envelope. It comes from the boss and it's the kind that only a boss can give. It's the human touch that makes a job more than just a way to make a living. A good boss sees to it that his men get more than money. He makes every day payday in some small way – not merely once a week or once a month.